

# TROUTDALE TOWN CENTER PROFILE: A Housing and Economic Profile of Troutdale and the Troutdale Town Center (September 1996)

This profile contains statistical information for the City of Troutdale and the Troutdale Town Center. Information is also provided for Multnomah County and the Metro region for the sake of comparison in some instances. Data has been compiled from Metro Data Resource Center publications, supplemented by other available data sources. Topics covered are:

- ⇒ Population
- ⇒ Employment
- ⇒ Age Distribution
- ⇒ Retail Sales
- ⇒ Incomes
- ⇒ Housing

## Population

Metro estimates that as of 1994, the Troutdale *town center* had a population of 922 residents comprising 315 households. This represents roughly 9% of the City of Troutdale's population of nearly 10,500.

The population of the *town center* is forecast to increase by over 2,000 residents during the period from 1994-2015. This would result in an average annual growth rate of 5.7%, significantly above the average annual growth rates forecast for the City of Troutdale (at 2.5%) and the Metro area (1.6%) over the same period.

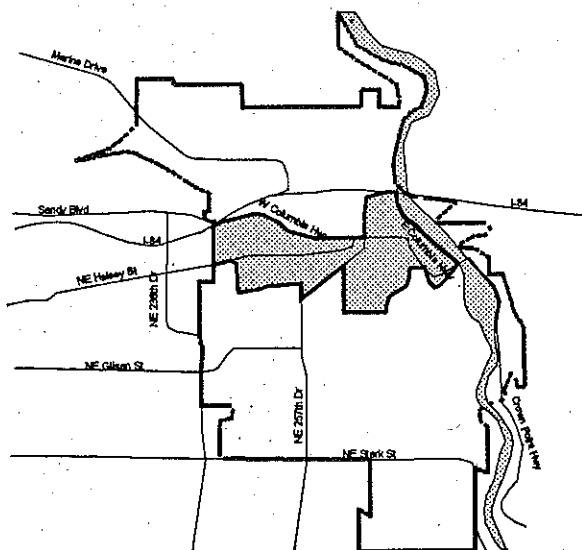
Household size was estimated to be 2.93 persons in the *town center* and 3.33 persons for the City of Troutdale as a whole for the year 1994. These are significantly larger households than in Multnomah County (at 2.46) and the Metro area (at 2.59). However, the trend of declining household size is expected to be the dominant pattern to the year 2015 for all of the areas identified below.

## Population & Households (1994-2015)

Area	Estimate 1994	Forecast 2015
<b>Population</b>		
Troutdale Town Center	922	2,925
City of Troutdale	10,495	15,732
Multnomah County	620,000	741,690
Portland Metropolitan Area	1,565,300	2,205,797
<b>Households</b>		
Troutdale Town Center	315	1,136
City of Troutdale	3,155	5,439
Multnomah County	252,365	333,049
Portland Metropolitan Area	604,358	917,000
<b>Household Size</b>		
Troutdale Town Center	2.93	2.57
City of Troutdale	3.33	2.89
Multnomah County	2.46	2.23
Portland Metropolitan Area	2.59	2.41

Source: Metro Planning Department Data Resource Center.

## Troutdale & Troutdale Town Center



## Age Distribution

In 1990, Troutdale had a higher proportion of its population in the age groups of under 15 and 25-44 (at 29% and 42%) than was indicated for the Metro area (at 22% and 36% respectively). Additionally, Troutdale had significantly fewer seniors age 65 and over (3%) compared to the Metro area (at 12%).

Troutdale is expected to have a population younger than the rest of the metro area through 2015 (except for the 15-24 age category). However, as with the rest of the Metro area, proportion decreases are expected in the under 15 and 25-44 age groups. This will be offset by increases in the remaining age groups.

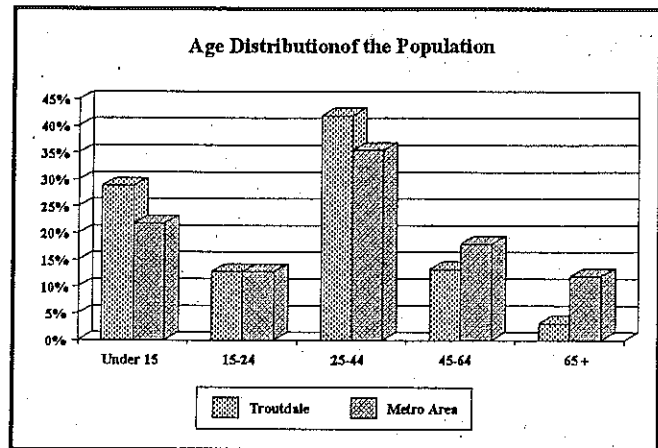
Another type of age distribution data useful to consider is *age of householder*. As of 1995, over three-quarters of all householders in Troutdale (77%) were between the ages of 25 and 54. This is a significantly higher proportion of all householders than was typical regionwide in the same year (64%). As a result, all other householder age groups appear somewhat underrepresented in Troutdale when compared to the region.

While the 25-54 age group is expected to remain the most significant age group for householders in 2015; the largest gains in representation are forecast for the 55-64 and 65 and over age groups, reflecting the aging of baby boomers leading to a higher representation in older age cohorts.

## Incomes

As of 1995, a significantly higher proportion of Troutdale households had incomes of \$40,500 and over (44%) than was typical regionwide (35%). Troutdale households with incomes below \$17,500 represent a small proportion of all residents (at 13%) compared to the metro area average (of 25%).

The proportion of households in each income range are not expected to change significantly in Troutdale between 1995 and 2015, contrary to the regional forecast trend for the proportion of households in the lower income ranges (below \$29,000) to decrease.



## Householder by Age Group (1995-2015)

Age Group	1995		2015	
	Troutdale	Metro	Troutdale	Metro
Under 25	2.4%	6.0%	2.6%	5.8%
25-54	77.4%	64.0%	68.1%	53.9%
55-64	10.6%	11.1%	16.3%	16.6%
65 and Older	9.6%	18.9%	13.0%	23.6%
Total	100.0%	100.0%	100.0%	100.0%
Householders	3,238	615,774	5,439	917,090

Note: One individual in each household is designated as the householder. This individual is listed in column 1 of the census questionnaire and, in most cases, is a person or one of the persons in whose name the home is being rented, purchased or owed.

Source: Metro Planning Department Data Resource Center.

## Household Income of Residents (1995-2015)

Income Range	1995		2015	
	Troutdale	Metro	Troutdale	Metro
Less than \$17,500	13.1%	25.0%	13.3%	23.6%
\$17,500 - \$2,8999	18.7%	20.3%	18.0%	19.7%
\$29,000 - \$40,499	24.7%	19.4%	25.4%	20.6%
\$40,500 & over	43.5%	35.3%	43.3%	36.1%
Total	100.0%	100.0%	100.0%	100.0%
Households	3,238	615,782	5,439	916,998

Source: Metro Planning Department Data Resource Center.

## Employment

Employment in the Troutdale *town center* has represented a significant proportion of all Troutdale employment, but is forecast to account for a declining share in the future.

As of 1990, *town center* employment represented 43% of all employment in Troutdale compared to 47% in 1994. Employment in the *town center* is expected to account for 40% of all Troutdale employment in the year 2015.

Both Troutdale as a city and its *town center* have experienced employment growth at higher average annual rates (16% and 18% respectively) than either Multnomah County or the region (at 1% and 3%) over the 1990-1994 period. This trend is expected to continue (though at the slower average annual rates of 5% for Troutdale and 4% for the *town center* compared to 2% for the county and region) to the year 2015.

From an industry perspective, high proportions of those employed in the *town center* have been and continue to be employed in retail and services, with services representing a declining share.

Retail sales in Troutdale increased dramatically (at an average annual rate of 19%) between 1982 and 1992, during which time the outlet mall opened. The metro area experienced an average annual growth rate of 7.3% over the same period.

As of 1992, the substantially higher rate of per capita expenditures in Troutdale in the retail categories of gasoline service stations, apparel and accessory stores and eating and drinking places illustrates the successful penetration of area retailers who serve customers living outside the immediate Troutdale area.

## Employment by Place of Work 1990-2015

Area	1990	1994	2015
Troutdale Town Center	602	1,176	2,733
City of Troutdale	1,396	2,529	6,881
Multnomah County	451,964	473,106	647,844
Metro Area	855,655	951,062	1,483,600

Source: Metro Planning Department Data Resource Center.

## Industry of Employed Persons in Troutdale Town Center (1990-1994)

Employment Sector	1990	1994
Construction	3.3%	1.2%
Manufacturing	9.0%	10.2%
TCPU	2.5%	2.7%
Wholesale	3.0%	0.6%
Retail	36.9%	54.2%
FIRE	0.0%	0.1%
Services	36.0%	23.7%
Government	9.3%	7.3%
Total	100.0%	100.0%
Total Persons Employed	602	1,176

Note: TCPU is an acronym for transportation, communications and public utilities. FIRE stands for finance, insurance and real estate.

Source: Metro Planning Department Data Resource Center.

## Retail Sales Analysis (1982-1992)

Estimated Sales (\$1,000)	1982		1992	
	Troutdale	Metro Troutdale	Troutdale	Metro
Gasoline Service Stations	\$9,927	\$527,152	\$32,871	\$698,258
Apparel & Accessory Stores	—	—	\$11,886	\$716,014
Furniture & Home Furnishing Stores	—	—	\$2,341	\$706,815
Eating & Drinking Places	\$3,265	\$724,932	\$16,672	\$1,364,326
All Other Retail	\$651	\$5,142,972	\$13,332	\$9,452,519
Total	\$13,843	\$6,395,056	\$79,094	\$12,937,932
<b>Population</b>	6,545	1,267,800	8,790	1,495,700
<b>Sales per Capita</b>				
Gasoline Service Stations	\$1,517	\$416	\$3,740	\$467
Apparel & Accessory Stores	—	—	\$1,352	\$479
Furniture & Home Furnishing Stores	—	—	\$266	\$473
Eating & Drinking Places	\$499	\$572	\$1,897	\$912
All Other Retail	\$99	\$4,057	\$1,517	\$6,320
Total	\$2,115	\$5,044	\$8,998	\$8,650

Source: U.S. Census of Retail Trade

## Housing

The City of Troutdale has experienced growth in the number of available housing units at an average growth rate of nearly 4% per year over the 1980 to 1990 period — totaling over 2,500 units in 1990. This compares with an average annual growth rate of 1.5% with a total of over 582,300 units for the metro area as of 1990.

More recently, the housing supply is estimated to be increasing at higher average annual rates for both areas (nearly 5% for Troutdale and 2.1% for the region) from 1990-1994.

As of 1990, nearly 88% of Troutdale's housing stock had been built between 1970 and March 1990, compared to only 44% of metro area housing. The substantial proportion of Troutdale housing built in the seventies (53%) reflects the significant population growth (261%) which occurred in Troutdale during the same decade.

The median sales price for a single family house in the Gresham/Troutdale area surpassed the median price of other east county homes and the entire Portland metro area in 1992. However, the rate of increase in the median sales prices of homes in the Gresham/Troutdale area has been slower (at an average annual rate of approximately 7%) compared to these other areas (at roughly 9-10% per year) since June of 1992.

As a result, the median sales price of a house in the Gresham/Troutdale vicinity is consistent with the median for the entire greater metro area, and lower than transaction prices for the Milwaukie/Gladstone and Oregon City/Canby areas.

### Number of Housing Units (1980-1994)

Area	1980	1990	1994
City of Troutdale	1,721	2,509	2,997
Multnomah County	245,998	255,751	265,987
Portland Metro Area	504,099	582,319	633,584

Note: Housing units for Troutdale in 1994 were estimated by E.D. Hovee & Company based on the proportion of housing units/households for Multnomah County and the Metro area for that same year.

Source: Metro Planning Department Data Resource Center.

### Age of Local Housing (1990)

Year Structure was Built	Troutdale	Metro
1985 to March 1990	9.7%	10.2%
1980 to 1984	25.5%	8.4%
1970 to 1979	52.7%	25.7%
1960 to 1969	4.3%	15.6%
1950 to 1959	1.5%	12.3%
1940 to 1949	2.5%	9.4%
1939 or earlier	3.9%	18.4%
Total Housing Market	100.0%	100.0%
Total Housing Units	2,509	582,319

Source: U.S. Census Bureau.

### Median Residential Sales Price Trends (1992-1996)

Area	1992	1993	1994	1995	1996
Gresham/Troutdale Area	\$105,000	\$107,600	\$117,000	\$124,500	\$137,000
Milwaukie/Gladstone Area	\$104,500	\$115,000	\$121,500	\$139,500	\$152,500
Oregon City/Canby Area	\$98,500	\$105,500	\$122,000	\$136,000	\$144,800
Greater Portland Metro Area	\$99,500	\$107,500	\$119,500	\$130,000	\$139,900

Note: All data is for the month of June for the indicated year, which is also the peak month (highest median sales price) for each year. The greater Portland metro area is defined by RMLS to include Multnomah and Washington Counties, and portions of Yamhill, Columbia and other northwest Oregon counties.

Source: RMLS Multiple Listing Service

This *Troutdale Town Center Profile* has been prepared for the City of Troutdale by the consulting firm of E.D. Hovee & Company in conjunction with SRI Shapiro, as part of the *City of Troutdale Town Center Plan*. Funding has been provided through a transportation growth management grant. Prepared in September 1996.